

**AdEase**

170 Laurel Street

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tel. 619.243.2290

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**Introduction**

Hello, my name is \_\_\_\_\_. I am working on the CalMHSA funded statewide suicide prevention social marketing campaign. To be respectful of your time, several of the CalMHSA funded programs got together and consolidated their questions into one interview tool. During this interview I will ask you questions related to existing and needed resources in your county related to stigma reduction and suicide prevention media campaigns, programs and activities. This will take between 45 and 90 minutes of your time depending on how much information you would like to share. Your answers will be shared with CalMHSA staff and the other funded programs and used to ensure your voice and needs are considered in the materials and tool kits we develop for the use across the state and in your county.

*Ask individuals to answer questions from their perspective for the entire county, not limited to their County department.*

***Gather (or confirm) contact information. (Ask for business card.)***

Name: \_\_\_\_\_

County: \_\_\_\_\_

Title: \_\_\_\_\_

Tel/Email/Website: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

## Part I. Existing Campaigns and Activities

1. **Do you currently have (or are you developing) a suicide prevention media campaign in your county?** (As needed clarify that this question is specifically asking about media including TV, radio, print, transit, etc.)

Yes

No

If **Yes**, ask for more information about the campaign:

- a. Who is the primary contact for more information about the campaign? (If it is not the respondent, ask for contact information)
- b. How are you marketing your suicide prevention campaign? (Circle all that apply)
  - Television
  - Radio
  - Billboards
  - Busses
  - Movie Theater
  - Newspaper
  - Magazine
  - Website
  - Events
  - Community Outreach
  - Other
- c. Who is your target audience(s)?
- d. Did you develop your own materials or did you use/customize existing materials?
- e. When did it (or is it scheduled to) begin/end?
- f. How are you evaluating the campaign/activities?

2. **Are you aware of any other suicide prevention activities or programs in your county?**

*Prompt for each of these:*

Walk/Run –Yes/No

Events- Yes/No

Speaker's Bureau – Yes/No

Media Protest/Praise efforts – Yes/No

Specific activities during Suicide Awareness Week – Yes/No

Trainings (e.g. QPR/ASIST)- Yes/No

**3. Do you currently have (or are you developing) a stigma reduction media campaign in your county?**

(As needed clarify that this question is specifically asking about media including TV, radio, print, transit, etc.)

**Yes**

**No**

**If Yes, ask for more information about the campaign:**

g. Who is the primary contact for more information about the campaign? (If it is not the respondent, ask for contact information)

h. How are you marketing your stigma reduction campaign? (Circle all that apply)

- Television
- Radio
- Billboards
- Busses
- Movie Theater
- Newspaper
- Magazine
- Website
- Events
- Community Outreach
- Other

i. Who is your target audience(s)?

j. Did you develop your own materials or did you use/customize existing materials?

k. When did it (or is it scheduled to) begin/end?

l. How are you evaluating the campaign/activities?

**4. Are you aware of any other stigma reduction programs or activities in your county?**

*Prompt for each of these:*

Walk/Run –Yes/No

Events- Yes/No

Speaker's Bureau – Yes/No

Media Protest/Praise efforts – Yes/No

Specific activities during Mental Health Awareness Month – Yes/No

Trainings (e.g. Mental Health First Aid)- Yes/No

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5. **Are you aware of any personal story testimonials (in a digital format) related to suicide, stigma or student mental health that have been developed in your county?**

**Yes** (*Prompt for contact information to obtain samples*)

**No**

6. **What crisis number do you refer individuals who are having thoughts of suicide to?**

Name/Phone Number:

7. **What crisis number do you refer individuals who are experiencing a mental health crisis to?**

Name/Phone Number:

8. **Are there any regional or county-wide councils, committees, coalitions or task forces working on these topics in your county?** (*List names and if possible contact information.*)

9. **Who should we contact to discuss any programs and activities related to Student Mental Health?**

Contact:

10. **What is the best way to reach health care providers in your county?** (*Background as needed: As part of the statewide suicide prevention campaign we are reaching out to health care providers in order to provide them with information on recognizing signs and symptoms and how best to refer their patients.*)

11. **Who should we contact to discuss any projects that involve primary and behavioral health care integration?**

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## Part 2. Tool Kits and Materials

As part of the suicide prevention social marketing campaign, we are planning to create “Tool Kits” with materials available for use by local counties. These might include TV spots, radio spots, print ads, posters and outreach materials. The materials will be suitable for the general public, as well as targeted groups (that will be identified based on need). We are still conducting a variety of research activities (including this needs assessment) to help us further decide what these materials might be.

**12. What type of outreach and awareness materials/resources would be most useful to you?** (Prompt for TV ads, printed materials, billboards, give-aways, outreach materials, website, social media, trainings, “how to” manuals, etc.)

Prompts:

- Materials for specific audiences (which ones)?
- Language needs other than English (which ones)?

**13. Do you have a media or marketing budget set aside for suicide prevention and/or stigma reduction efforts?** (If context is needed, we can mention that AdEase negotiated a 1:1 media match for the statewide campaign and we are hoping to make materials available on a local level to extend the reach of the campaign.)

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**14. Does your county department have a Facebook or Twitter page?** *(Prompt for county policies)*

**15. Are you aware of any organizations in your county that use Facebook or Twitter as outreach methods for suicide prevention and stigma reduction?**

**16. As part of the statewide suicide prevention media campaign website, we would like to refer individuals to a local website in each County.**

- a. Is there one central website that provides information about suicide prevention or stigma reduction resources, crisis lines and activities in your county?** *(This does not have to be administered by the County Department.)*

**Yes** *(What is the URL? Who is responsible for updating the site?)*

**No**

- b. Are you interested in having a simple webpage that lists key suicide prevention resources, crisis lines and activities for your county?** *(This would be developed by AdEase as part of the suicide prevention social marketing campaign and set up in a way that you can update it yourself.)*

**Yes**

**No**

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## Part 3. Media

### 17. Who handles such things as press briefings and releases related to suicide prevention and stigma reduction in your county?

Prompts:

- *Identify if they have someone within the mental health division, if it goes through their County Public Information Officer or if they outsource it to an agency or other organization.*
- *Explore if they actively pursue media outreach and relationships, or if this is something pretty unfamiliar to them.*
- *As time permits, ask: As part of the campaign we are going to provide each county with tools and training to encourage their local news media to follow the consensus guidelines on how best to report on suicide. Can you recommend someone who might be interested in this training or is already involved in media outreach?*

Contact for follow-up:

## Part 4. County Strengths, Challenges and Needs

- 18. We would like to learn a little bit more about your county as it relates to suicide prevention and stigma reduction.** *(Note: Ask individuals to answer questions from their perspective for the entire county, not limited to their County department. Let them know that we are looking for just a couple of points.)*

Relevant for suicide prevention, stigma reduction and/or student wellness...

- a. What are your county's strengths? *(For example they might be strong in outreach or have a strong cultural competency committee; they may have received other grants that helped them build infrastructures or programs, etc.)*
  
  
  
  
  
  
  
  
  
  
- b. Please list any challenges you have encountered in implementing suicide prevention or stigma reduction in your county.
  
  
  
  
  
  
  
  
  
  
- c. Is the political environment supportive of stigma reduction and suicide prevention efforts? *(E.g. Board of Supervisors, City Councils, etc. Indicators would be attendance of events, funding, time on agenda to present program updates, proclamations, etc.)*



## Part 5. Contacts & Referrals

**19. Does your county have a resource directory?** *(Prompt that it could be specific for suicide, mental health, or social services in general.)*

Contact or website:

**20.** Throughout the term of the various CalMHSA funded activities we will likely need to connect with a variety of individuals with different areas of expertise in your County. In addition, we are developing an online forum to provide community members and stakeholders throughout the state with a voice in the development and implementation of the campaign.

**Is there anyone that comes to mind that you think would be interested to be a part of this process and that we could contact directly?**

*Ask for name/contact (or mention that we will follow-up with an email).*

1.

2.

3.

Prompts:

- Suicide prevention organization(s)
- Survivor Support Group(s)
- Youth organization(s)
- Family organization(s)
- Consumer organization(s)
- Other peer support organization(s)
- First 5
- Office of Education, school nurses and/or other school-based contacts
- Probation and/or law enforcement
- Social services and foster care
- Public health
- Organization(s) working with older adults
- Local NAMI
- Local Mental Health America (MHA)
- Faith based leader or organization
- Health promotion staff/promotoras
- Evaluation person/team (County)
- Community-based organization (prompt for specific focus such as Asian, AA, GLBTQ etc)
- Veterans

**Thank you for your time.**